

### **REMARKS/ARGUMENTS**

These remarks are made in response to the Office Action of July 22, 2009 (Office Action). As this response is timely filed within the 3-month shortened statutory period, no fee is believed due. However, the Examiner is expressly authorized to charge any deficiencies and credit any overpayments to Deposit Account No. 14-1437.

### **Claim Rejections - 35 U.S.C. § 103**

Claims 1-3, 8-11, 29-32, and 36 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent 6,219,653 to O'Neill, *et al.* (hereinafter O'Neill), U.S. Patent 6,642,946 to Janes, *et al.* (hereinafter Janes), U.S. Patent 6,182,052 to Fulton, *et al.* (hereinafter Fulton), and in further view of U.S. Patent 5,491,795 to Beaudet, *et al.* (hereinafter Beaudet) and U.S. Patent 7,184,973 to Monteleone, *et al.* (hereinafter Monteleone). Claims 9-11, and 33-35 were rejected under 35 U.S.C. § 103(a) as being unpatentable over O'Neill, Janes, Fulton, and Beaudet in further view of Monteleone and U.S. Patent 7,051,072 to Stewart, *et al.* (hereinafter Stewart).

Although Applicants respectfully disagree with the rejections, Applicants have amended independent Claims 1, 29, and 36 in an effort to even more clearly define the present invention and to facilitate prosecution of the instant application. The claim amendments are fully supported by the original disclosure and no new matter has been introduced.

### **Certain Aspects Of The Invention**

It may be useful to reiterate certain aspects of Applicants' invention prior to addressing the cited references. One embodiment of the invention, as typified by Claim 1, is a computer-implemented method of displaying e-commerce partners within an e-commerce system including an e-commerce application and a commerce graphical user

interface, the e-commerce application enabling an e-commerce entity to conduct business with e-commerce partners via a communicatively linked network.

The method can include for each of the e-commerce partners automatically determining by an active engine of the e-commerce application whether the e-commerce partner is an active partner based on at least one predetermined criteria. Determining whether the e-commerce partner is an active partner can comprise at least one of the following steps, each step being based on a corresponding criterion: detecting whether a transaction has occurred with the e-commerce partner within a designated time period, determining whether transactions involving the e-commerce partner exceed a designated valuation threshold, determining whether a transaction involving the e-commerce partner exceeds a designated data size, and determining whether the e-commerce partner has a preference level above a designated preference level. The corresponding criteria for determining whether an e-commerce partner is an active partner can be adjustable.

The method also can include presenting a list of active e-commerce partners within the commerce graphical user interface, each active e-commerce; and when the partner node is expanded, presenting at least one transaction node as a child node of the expanded partner node. Each transaction node can represent an e-commerce transaction between the e-commerce entity and the e-commerce partner;

The method further can include visually differentiating different types of transaction nodes and different categories of partner nodes, wherein error transaction nodes are highlighted and automatically expanded responsive to an error detection; and assigning by a transaction router of the e-commerce application responsible personnel to transactions based on predetermined rules, wherein the predetermined rules are adjustable, and wherein most qualified personnel is assigned to most profitable transactions.

See, e.g., Specification, paragraphs [0017] and [0041]; see also Figs. 1-4.

**The Claims Define Over The Cited References**

The present invention provides a mechanism for business entities engaged in electronic commerce to quickly detect and react to business transaction errors. This mechanism displays active partners as expandable partner nodes with transactions as child nodes and visually differentiates different types of transaction nodes and different categories of partner nodes, thus allowing a business entity to prioritize different business transactions by importance so that preferential treatment and support can be afforded to key business partners and transactions. The ability to react differently to more important business partners and transactions can be especially valuable in situations where the administrative personnel that oversee electronic commerce transactions are limited.

O'Neill discloses a freight calculation system including a seller client, a buyer client, and a platform coupled to the seller client and the buyer client using a communication network. The seller client generates freight data and communicates it using a communication network. The buyer client communicates a delivery request for a load using the communication network. The delivery request specifies one of a number of delivery containers, an origination location, and a destination location. The platform receives and stores the freight data and determines a delivery cost for the load using the freight data, the specified delivery container, the origination location, and the destination location. See the Abstract.

Clearly, the subject matter of O'Neill, which concerns freight calculation, has nothing to do with the subject matter of the present invention, which concerns displaying active partners and transactions in a visually distinguishable manner (especially error transaction nodes are highlighted and automatically expanded responsive to an error detection) so that more qualified personnel can be assigned to more important partners and transactions (such as error transactions).

More specifically, O'Neill does not disclose for each of the e-commerce partners automatically determining by an active engine of the e-commerce application whether the e-commerce partner is an active partner based on at least one predetermined adjustable criteria; presenting a list of active e-commerce partners within the commerce graphical user interface, each active e-commerce partner being presented as an expandable partner node; when the partner node is expanded, presenting at least one transaction node as a child node of the expanded partner node; visually differentiating different types of transaction nodes and different categories of partner nodes, wherein error transaction nodes are highlighted and automatically expanded responsive to an error detection; and assigning by a transaction router of the e-commerce application responsible personnel to transactions based on predetermined adjustable rules so that most qualified personnel are assigned to most profitable transactions, as recited in independent Claims 1, 29, and 36 of the instant application.

The other references do not make up for the deficiencies of O'Neill.

Accordingly, the cited references, alone or in combination, fail to disclose or suggest each and every element of Claims 1, 29, and 36. Applicants therefore respectfully submit that Claims 1, 29, and 36 define over the prior art. Furthermore, as each of the remaining claims depends from Claims 1 or 29 while reciting additional features, Applicants further respectfully submit that the remaining claims likewise define over the prior art.

Applicants thus respectfully request that the claim rejections under 35 U.S.C. § 103 be withdrawn.

### **CONCLUSION**

Applicants believe that this application is now in full condition for allowance, which action is respectfully requested. Applicants request that the Examiner call the

undersigned if clarification is needed on any matter within this Amendment, or if the Examiner believes a telephone interview would expedite the prosecution of the subject application to completion.

Respectfully submitted,

NOVAK DRUCE & QUIGG LLP

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/Gregory A. Nelson/

Gregory A. Nelson, Registration No. 30,577

Yonghong Chen, Registration No. 56,150

NOVAK DRUCE & QUIGG LLP

Customer No. 40987

525 Okeechobee Boulevard, 15<sup>th</sup> Floor

West Palm Beach, FL 33401

Telephone: (561) 838-5229